WHAT IS CLAIMED IS:

1. A physiologically active substance-measuring reagent comprising particles of a support polymer obtained by radical emulsion polymerization of:

(1) 0.1 to 20% by weight of a radically polymerizable vinyl monomer having a carboxylic group,

(2) 0.05 to 20% by weight of at least one of a compound represented by the following formula (I):

$$CH_2=C(R^1)CO(OCH_2CH_2)_nOR^2 \qquad (I)$$

wherein R^1 represents a hydrogen atom or a methyl group, R^2 represents a hydrogen atom, a C_1 to C_6 alkyl group, an alkoxyphenyl group, a phenyl group, an acryloyl group, or a methacryloyl group, and n represents a number of 2 to 22,

and a radically polymerizable vinyl monomer having a strong acid group, and

(3) 60 to 99.8% by weight of a radically polymerizable vinyl monomer copolymerizable with the monomers (1) and (2), and

supported on the particles, a physiologically active substance having an interaction with a substance to be measured.

2. The physiologically active substance-measuring reagent as claimed in claim 1, wherein the radically polymerizable vinyl monomer having a strong acid group is styrenesulfonic acid or a styrenesulfonic acid salt.

3. A method for measuring a physiologically active substance which comprises measuring a substance to be measured by an interaction between the physiologically active substance supported on the physiologically active substance-measuring reagent as claimed in claim 1 and the substance to be measured in a sample.

4. The method for measuring a physiologically active substance as claimed in claim 3, wherein the interaction between the substance to be measured and the physiologically active substance supported on the physiologically active substance-measuring reagent is aggregation of the physiologically active substance-measuring agent.

5. The method for measuring a physiologically active substance as claimed in claim 3, wherein the interaction between the substance to be measured and the physiologically active substance supported on the physiologically active substance-measuring reagent is adsorption of the substance to be measured, with the physiologically active substance.